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Message Text

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SUBJECT: MAY 4 PRIMARIES

1. WITH THREE FOURTHS OF THE VOTE COUNTED IN INDIANA, REAGAN LEADS FORD 51TO 49 PERCENT. CBS PROJECTS A REAGAN MARGIN OF 53 PERCENT TO 47 PERCENT. REAGAN WON DECISIVELY IN GEORGIA AND IN ALABAMA, AND MOVED AHEAD OF FORD IN COMMITTED DELEGATE TOTALS.

2. IN THE OVERALL DELEGATE RACE, DEPENDING ON THE FINAL VOTE IN INDIANA, REAGAN HAS 344 TO 348 DELEGATES, FORD HAS 296 TO 300. THERE ARE 314UNCOMMITTED.

3. IN GEORGIA WITH 86 PERCENT OF THE VOTES COUNTED REAGAN LEADS 69 TO 31 PERCENT. IN ALABAMA REAGAN WAS LEADING IN ALL 22 OF 37 DELEGATE RACES FOR WHICH RETURNS HAD BEEN REPORTED.

4. IN HIS REMARKS TO THE MEDIA, ROGERS MORTON ATTRIBUTED THE REAGAN VICTORY IN INDIANA TO THE "CROSS-OVER VOTE." MORTON SAID THAT FORMER WALLACE SUPPORTERS WERE LOOKING FOR A PLACE TO LAND AND THAT THE CAMPAIGN WOULD HAVE TO FIND A WAY TO DEAL WITH THIS PHENOMENON IN THE REMAINING
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"OPEN" PRIMARY STATES.

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5. NBC, HOWEVER, FROM ITS ELECTION DAY POLL OF INDIANA VOTERS CONCLUDED THAT THE CROSS-OVER VOTE WAS 'NOT TERRIBLY SIGNIFICANT'. CBS ESTIMATED THE CROSS-OVER IN INDIANA AT ABOUT 7 PERCENT AND SAID THAT REAGAN WOULD HAVE WON WITHOUT IT.

6. IN ITS ELECTION DAY POLL, NBC FOUND THAT FORD SCORED WELL WITH PEOPLE WHO WERE FROM LARGE URBAN AREAS, BELEIVED ECONOMIC RECOVERY WAS IMPORTANT ISSUE, AND THOUGHT THAT FORD HAD A BETTER CHANCE THAN REAGAN TO WIN IN NOVEMBER. REAGAN DID BEST AMONG VOTERS IN RURAL AREAS AND SMALL TOWNS AND AMONG THOSE WHO WERE DISSATISFIED WITH FOREIGN/ MILITARY POLICY. ONE HALF OF THE REAGAN VOTERS CITED DISCONTENT WITH RELATIONS WITH THE SOVIET UNION AS A MOTIVATING FACTOR. DISAPPROVAL OF PANAMA CANAL NEGOTIA- TIONS WAS ALSO STRONG AMONG REAGAN SUPPORTERS.

7. IN A COMMENTARY ON THE INDIANA RESULTS, ROGER MUDD STATED THAT CBS POLLING INDICATED THAT REAGAN HAD CON- TROLLED THE TONE, DIRECTION, AND SUBSTANCE OF THE GOP PRIMARY CAMPAIGN, AND THAT FORD HAD BEEN PERCEIVED AS DEFENSIVE AND REACTIVE.

8. CARTER WON INDIANA AND GEORGIA BY LANDSLIDE MARGINS AND CAME OUT ON TOP IN WASHINGTON, D.C. AS WELL. WALLACE CARRIED ALABAMA.
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